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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
March 1983

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-661-8440

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 3/28/83

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.3	+11.7	37,920	+12.6	1.98
1978	2,163.9	+12.8	43,950	+15.9	2.03
1979	2,417.8	+11.7	49,520	+12.7	2.05
1980	2,633.1	+ 8.9	54,680	+10.4	2.08
1981	2,937.7	+11.6	61,510	+12.5	2.09
1982	3,057.5	+ 4.1	67,330	+ 9.5	2.20
1983	3,282.0	+ 7.3	73,550	+ 9.2	2.24
1984	3,611.0	+10.0	81,935	↑	2.27
1985	3,961.0	↑	91,275	↑	2.30
1986	4,346.0	↑	101,680	↑	2.34
1987	4,767.0	+ 9.7*	113,270	+11.4*	2.38
1988	5,229.0	↓	126,185	↓	2.41
1989	5,747.0	↓	140,570	↓	2.45
1990	6,293.0	↓	156,595	↓	2.49

Sources: GNP, U.S. Department of Commerce 1960-82. TvB estimates 1983-90.
Ad Volume, McCann-Erickson 1960-83. TvB estimates 1984-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 3/28/83

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,680	+10.4	11,366	+11.9	20.8
1981	61,510	+12.5	12,740	+12.1	20.7
1982	67,330	+ 9.5	14,430	+13.3	21.4
1983	73,550	+ 9.2	16,600	+13.7	22.3
1984	81,935	↑	18,710	↑	22.8
1985	91,275	↑	21,350	↑	23.4
1986	101,680	↑	24,365	↑	24.0
1987	113,270	+11.4*	27,800	+14.1*	24.5
1988	126,185	↓	31,715	↓	25.1
1989	140,570	↓	36,190	↓	25.7
1990	156,595	↓	41,295	↓	26.4

Source: Ad Volume, McCann-Erickson 1960-83. TvB estimates 1984-90.
TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TELEVISION AD VOLUME 1960-1990

Revised 3/28/83

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7.612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,740	+12.1	5,590	+9.0	43.9	3,760	+15.0	29.5	3,390	+14.3	26.6
1982	14,430	+13.3	6,230	+11.4	43.2	4,400	+17.0	30.5	3,800	+12.1	26.3
1983	16,400	+13.7	7,100	+14.0	43.3	4,970	+13.0	30.3	4,330	+14.0	26.4
1984	18,710	↑	8,080	↑	43.2	5,665	↑	30.3	4,965	↑	26.5
1985	21,350	|	9,195	|	43.1	6,460	|	30.2	5,695	|	26.7
1986	24,365	|	10,465	|	43.0	7,365	|	30.2	6,535	|	26.8
1987	27,800	+14.1*	11,910	+13.8*	42.8	8,395	+14.0*	30.2	7,495	+14.7*	27.0
1988	31,715	|	13,550	|	42.7	9,570	|	30.2	8,595	|	27.1
1989	36,190	|	15,420	|	42.6	10,910	|	30.2	9,860	|	27.2
1990	41,295	↓	17,550	↓	42.5	12,435	↓	30.1	11,310	↓	27.4

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-1980. TvB estimates 1981-1990

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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
October 1983

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-661-8440

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 9/26/83

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,700	+ 5.9	3,534	- 1.7	17.1
1972	23,210	+12.1	4,091	+15.8	17.6
1973	24,980	+ 7.6	4,460	+ 9.0	17.9
1974	26,620	+ 6.6	4,851	+ 8.8	18.2
1975	27,900	+ 4.8	5,263	+ 8.5	18.9
1976	33,300	+19.4	6,721	+27.7	20.2
1977	37,440	+12.4	7,612	+13.3	20.3
1978	43,330	+15.7	8,955	+17.6	20.7
1979	48,780	+12.6	10,154	+13.4	20.8
1980	53,550	+ 9.8	11,366	+11.9	21.2
1981	60,430	+12.8	12,650	+11.3	20.9
1982	66,580	+10.2	14,329	+13.3	21.5
1983	73,880	+11.0	16,170	+12.8	21.9
1984	82,900	+12.2	18,830	+16.5	22.7
1985	92,930	↑	21,600	↑	23.2
1986	104,175	↑	24,770	↑	23.8
1987	116,780	↑	28,415	↑	24.3
1988	130,910	+12.1*	32,590	+14.7*	24.9
1989	146,750	↓	37,385	↓	25.5
1990	164,510	↓	42,880	↓	26.1

Source: Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.
TV Ad Volume, McCann-Erickson 1960-82. TvB estimates 1983-90.

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 8/4/83

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,700	+ 5.9	1.92
1972	1,185.9	+10.1	23,210	+12.1	1.96
1973	1,326.4	+11.8	24,980	+ 7.6	1.88
1974	1,434.2	+ 8.1	26,620	+ 6.6	1.86
1975	1,549.2	+ 8.0	27,900	+ 4.8	1.80
1976	1,718.0	+10.9	33,300	+19.4	1.94
1977	1,918.3	+11.7	37,440	+12.4	1.95
1978	2,163.9	+12.8	43,330	+15.7	2.00
1979	2,417.8	+11.7	48,780	+12.6	2.02
1980	2,633.1	+ 8.9	53,550	+ 9.8	2.03
1981	2,937.7	+11.6	60,430	+12.8	2.06
1982	3,059.3	+ 4.1	66,580	+10.2	2.18
1983	3,297.0	+ 7.8	73,880	+11.0	2.24
1984	3,622.0	+ 9.9	82,900	+12.2	2.29
1985	3,973.0	↑	92,930	↑	2.34
1986	4,359.0	|	104,175	|	2.39
1987	4,782.0	|	116,780	|	2.44
1988	5,245.0	+ 9.7*	130,910	+12.1*	2.50
1989	5,754.0	↓	146,750	↓	2.55
1990	6,312.0		164,510		2.61

Sources: GNP, U.S. Department of Commerce 1960-82. TvB estimates 1983-90.
Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.

TELEVISION AD VOLUME 1960-1990

Revised 9/26/83

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,650	+11.3	5,575	+ 8.7	44.1	3,730	+14.1	29.5	3,345	+12.7	26.4
1982	14,329	+13.3	6,210	+11.4	43.4	4,360	+16.9	30.4	3,759	+12.4	26.2
1983	16,170	+12.8	6,960	+12.1	43.0	4,925	+13.0	30.5	4,284	+14.0	26.5
1984	18,830	+16.5	8,145	+17.0	43.3	5,715	+16.0	30.3	4,970	+16.0	26.4
1985	21,600	↑	9,320	↑	43.2	6,550	↑	30.3	5,730	↑	26.5
1986	24,770	|	10,660	|	43.0	7,505	|	30.3	6,605	|	26.7
1987	28,415	|	12,195	|	42.9	8,600	|	30.3	7,620	|	26.8
1988	32,590	+14.7*	13,950	+14.4*	42.8	9,855	+14.6*	30.2	8,785	+15.3*	27.0
1989	37,385	|	15,960	|	42.7	11,295	|	30.2	10,130	|	27.1
1990	42,880	↓	18,260	↓	42.6	12,945	↓	30.2	11,675	↓	27.2

*Estimated average annual growth rate based on prior 10 years. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-1982. TvB estimates 1983-1990